

The listing of claims below will replace prior versions of claims in the application:

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1. (Currently Amended) A method comprising:  
maintaining an individual investor's portfolio; ~~and~~  
determining a performance metric that objectively measures performance of the investor's portfolio despite non-uniform changes to the investor's portfolio that affect value of the investor's portfolio but not performance;

a1 calculating an account value associated with the individual investor's portfolio using the performance metric; and  
storing the calculated account value.

2. (Currently Amended) The method of claim 1, wherein the determining comprises:

assigning an arbitrary number of portfolio shares to the investor's portfolio;  
and

adjusting the number of portfolio shares in response to portfolio events, wherein the portfolio events that change a financial value of the investor's portfolio but do not affect a percentage change in the ~~without affecting~~ performance of the investor's portfolio; ~~and~~

~~deriving an investor's total account value by dividing a total value of the investor's portfolio by a current number of portfolio shares.~~

3. (Original) The method of claim 1, further comprising facilitating investor access to the investor's portfolio via the Internet.

4. (Original) The method of claim 1, further comprising offering tools that enable an investor to evaluate the investor's portfolio.

al 5. (Original) One or more computer readable media storing computer-executable instructions that, when executed on one or more processors, perform the method of claim 1.

6. (Currently Amended) A method comprising:  
initially assigning an arbitrary number of portfolio shares to an individual investor's portfolio;

determining a performance metric associated with the investor's portfolio;  
adjusting the number of portfolio shares in response to a portfolio event  
events, wherein the portfolio event changes that change a financial value of the  
investor's portfolio but does not affect without affecting performance of the  
investor's portfolio, and wherein the number of portfolio shares are adjusted such  
that the performance metric does not change in response to the portfolio event; and

deriving an investor's total account value by dividing a total value of the  
investor's portfolio by a current number of portfolio shares; and

displaying the investor's total account value.

7. (Currently Amended) The method of claim 6, wherein the portfolio events are selected from a group of events consisting of ~~comprising~~ cash deposit, cash withdrawal, stock split, dividend, merger, acquisition, or ~~and~~ divestiture.

8. (Original) The method of claim 6, further comprising facilitating investor access to the investor's portfolio via the Internet.

9. (Original) The method of claim 6, further comprising offering tools that enable an investor to evaluate the investor's portfolio.

10. (Original) One or more computer readable media storing computer-executable instructions that, when executed on one or more processors, perform the method of claim 6.

11. (Original) A system comprising:

a portfolio analyzer to maintain an individual investor's portfolio, the investor's portfolio having a value and an associated number of portfolio shares; and

a module to determine performance of the investor's portfolio as a function of the value and the associated number of portfolio shares.

12. (Original) The system of claim 11, wherein the module derives a performance metric by dividing the value by the number of portfolio shares.

13. (Currently Amended) The system of claim 11, wherein the module adjusts the number of portfolio shares in response to portfolio events, wherein the portfolio events that change a financial value of the investor's portfolio but do not affect ~~without affecting~~ performance of the investor's portfolio, the number of shares being adjusted to an amount that maintains a constant performance metric.

21 14. (Original) The system of claim 11, further comprising one or more investment tools that enable an investor to evaluate the investor's portfolio.

15. (Original) The system of claim 11, embodied as a part of a Web hosting computing site that facilitates investor access to the investor's portfolio via the Internet.

16. (Currently Amended) A system comprising:  
means for initially assigning an arbitrary number of portfolio shares to an individual investor's portfolio;

means for adjusting the number of portfolio shares in response to portfolio events, wherein the portfolio events that change a financial value of the investor's portfolio but do not affect ~~without affecting~~ performance of the investor's portfolio; and

means for deriving an investor's total account value by dividing a total value of the investor's portfolio by a current number of portfolio shares.

17. (Original) The system of claim 16, further comprising means for facilitating investor access to the investor's portfolio via the Internet.

18. (Original) The system of claim 16, further comprising means for offering tools that enable an investor to evaluate the investor's portfolio.

21 19. (Currently Amended) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing device to:

maintain a performance metric on an individual investor's portfolio, the investor's portfolio having a value and an associated number of portfolio shares, the performance metric being a function of the value and the number of portfolio shares;

detect portfolio events that change a value of the investor's portfolio, wherein the portfolio events do not affect ~~without affecting~~ performance of the investor's portfolio; and

upon occurrence of a portfolio event, adjust the number of portfolio shares to maintain a constant performance metric.

20. (Currently Amended) One or more computer-readable media of claim 19, wherein the portfolio events are selected from a group of events consisting of ~~comprising~~ cash deposit, cash withdrawal, stock split, dividend, merger, acquisition, or ~~and~~ divestiture.

21. (Original) One or more computer-readable media of claim 19, further comprising computer-executable instructions that direct a computing device to facilitate investor access to the investor's portfolio via the Internet.

22. (Original) An architecture comprising:

multiple investor computing devices; and

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an investment services server to handle requests for investment services from the investor computing devices, the investment services server tracking investment accounts for individual investors and objectively measuring performance of the investment accounts despite non-uniform changes to the investment accounts that affect value of the investment account but not performance.

23. (Original) The architecture of claim 22, wherein the investor computing devices are connected to the investment services server via the Internet.

24. (Original) The architecture of claim 22, wherein the investor computing devices and the investment services server communicate via a wireless network.

25. (New) The method of claim 2, wherein calculating an account value associated with the individual investor's portfolio includes dividing a total value of the investor's portfolio by a current number of portfolio shares.

26. (New) The method of claim 1, wherein the non-uniform changes to the investor's portfolio that affect value of the investor's portfolio but not performance include stock splits.

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27. (New) The method of claim 1, wherein the non-uniform changes to the investor's portfolio that affect value of the investor's portfolio but not performance include cash withdrawals.

28. (New) The method of claim 1, wherein the performance metric provides an objective measure of performance over time despite changes to the investor's portfolio.

29. (New) The method of claim 1, wherein the performance metric represents a percentage change in the value of the investor's portfolio.

30. (New) The method of claim 6, wherein the performance metric represents a percentage change in the value of the investor's portfolio.

31. (New) The method of claim 6, further comprising:

a' further adjusting the number of portfolio shares in response to an additional portfolio event, wherein the additional portfolio event changes the financial value of the investor's portfolio but does not affect the performance of the investor's portfolio;

deriving a revised total account value by dividing the total value of the investor's portfolio by the adjusted number of portfolio shares; and

comparing the revised total account value to a previously derived total account value to determine a percentage change in the total account values.

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